In the Claims

1. (Currently Amended)   A web content personalisation system for a communications network comprising:

a client equipment unit capable of communicating with a content providing server for providing ~~web~~-content;

a data manipulation server ~~for disposing~~ disposed in-line between the client equipment unit and the content providing server, the data manipulation server being coupled to a data store arranged to store data relating to a user of the client equipment unit; wherein

the data manipulation server is adapted to modify ~~web-related~~ data communicated between the client equipment unit and the content providing server ~~using~~ in dependence on ~~a predetermined amount of~~ the data relating to the user in response to the data manipulation server intercepting a request message for obtaining the ~~web~~-content, the request message being transmitted from the client equipment unit and addressed to the content providing server.

2. (Currently Amended)   A system as claimed in Claim 1, wherein the ~~web-related data is data relating to a protocol~~ modified data is the request message.

3. (Currently Amended)   A system as claimed in Claim 2, wherein the request message ~~protocol~~ is a Hyper Text Transfer Protocol (HTTP) request message.

4. (Currently Amended)   A system as claimed in Claim 1, wherein the modified ~~web related~~ data is ~~the~~ data providing the ~~web~~-content.

5. (Currently Amended)   A system as claimed in Claim 4, wherein the ~~web content~~ data providing the content is Hyper Text Mark-up Language (HTML) data.

6. (Original)   A system as claimed in Claim 1, wherein the data relating to the user is static data.

7. (Original)   A system as claimed in Claim 6, wherein the static data is obtained from the user.

8. (Currently Amended)   A system as claimed in Claim 6, wherein the static data is obtained from a content provider associated with the ~~web~~ content.

9. (Original)   A system as claimed in Claim 1, wherein the data relating to the user is dynamic data.

10. (Currently Amended)   A system as claimed in Claim 9, wherein the dynamic data is obtained from an access <u>or service</u> provider associated with supporting communications between the client equipment unit and the content providing server.

11. (Original) A system as claimed in Claim 1, wherein the data manipulation server is a proxy server.

12. (Currently Amended)   A data manipulation server apparatus for coupling in-line between a client equipment unit and a content providing server, the apparatus comprising:

~~a data manipulation engine arranged to intercept a communication between the client equipment unit and the content providing server, the data manipulation engine being coupled to~~ a data store arranged to store data relating to a user of the client equipment unit; ~~wherein~~ <u>and</u>

~~the~~ <u>a</u> data manipulation engine ~~is~~ arranged to modify ~~web-related~~ data ~~contained in~~ <u>communicated between the client equipment unit and the content providing server</u> ~~the communication~~ <u>in dependence on</u> ~~using a predetermined amount of~~ the data relating to the user in response to <u>the data manipulation server intercepting</u> a request <u>message</u> for obtaining ~~web~~ content<u>, the request message</u> being transmitted from the client equipment unit <u>and addressed to the content providing server</u>.

13. (Currently Amended)   An apparatus as claimed in Claim 12, wherein the ~~web-related data is data relating to a protocol~~ <u>modified data is the request message</u>.

14. (Currently Amended)   An apparatus as claimed in Claim 13, wherein the <u>request message</u> ~~protocol~~ is a Hyper Text Transfer Protocol (HTTP) <u>request message</u>.

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15. (Currently Amended)   An apparatus as claimed in Claim 12, wherein the modified web-related-data is data providing the the web-content.

16. (Currently Amended)   An apparatus as claimed in Claim 15, wherein the web-data providing the content is Hyper Text Mark-up Language (HTML) data.

17. (Original) An apparatus as claimed in Claim 12, wherein the data relating to the user is static data.

18. (Original) An apparatus as claimed in Claim 17, wherein the static data is obtained from the user.

19. (Currently Amended)   An apparatus as claimed in Claim 17, wherein the static data is obtained from a content provider associated with the web-content.

20. (Original) An apparatus as claimed in Claim 12, wherein the data relating to the user is dynamic data.

21. (Currently Amended)   An apparatus as claimed in Claim 20, wherein the dynamic data is obtained from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

22. (Original) An apparatus as claimed in Claim 12, wherein the data manipulation server is a proxy server.

23. (Currently Amended)   A content providing server apparatus comprising:
        a transceiver and a processor coupled to a data store arranged to store web-content data, the transceiver and the processor being arranged to retrieve web-related content data from the data store and transmit the web-related content data to a client user-equipment unit in response to a the client equipment unit transmitting to the content providing server a request message from the user equipment unit for obtaining the web-content; wherein

the ~~web-related~~ content data comprises ~~an~~ a user-related attribute ~~corresponding to data relating to a user of the user equipment unit~~ for replacement by a data manipulation server in dependence on ~~using the~~ data relating to ~~the~~ a user of the client equipment unit.

24 - 26. (Canceled)

27. (Currently Amended)   An apparatus as claimed in Claim 26, wherein the ~~web~~ content data is Hyper Text Mark-up Language (HTML) data.

28. (Original) An apparatus as claimed in Claim 23, wherein the data relating to the user is static data.

29. (Original) An apparatus as claimed in Claim 28, wherein the static data is obtained from the user.

30. (Currently Amended)   An apparatus as claimed in Claim 28, wherein the static data is obtained from a content provider associated with the ~~web~~ content.

31. (Original) An apparatus as claimed in Claim 23, wherein the data relating to the user is dynamic data.

32. (Currently Amended)   An apparatus as claimed in Claim 31, wherein the dynamic data is obtained from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

33. (Original) An apparatus as claimed in Claim 23, wherein the data manipulation server is a proxy server.

34 - 54. (Canceled)

55. (Currently Amended)   A method of personalising ~~web~~ content communicated ~~between~~ to a ~~user~~ client equipment unit ~~and~~ by a content providing server, the method comprising the steps of:

intercepting ~~web-related data communicated between the user equipment unit and the content providing server~~ a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

in response to the interception, retrieving from a data store ~~a predetermined amount of~~ data relating to a user of the client ~~user~~ equipment unit; and

modifying ~~the web-related~~ data communicated between the client equipment unit and the content providing server in dependence on ~~using~~ the retrieved ~~predetermined amount of the~~ data relating to the user ~~in response to a request for obtaining the web content being transmitted from the client equipment unit~~.

56. (Currently Amended)   A method as claimed in Claim 55, wherein the ~~web-related data is data relating to a protocol~~ modified data is the request message.

57. (Currently Amended)   A method as claimed in Claim 56, wherein the request message ~~protocol~~ is a Hyper Text Transfer Protocol (HTTP) request message.

58. (Currently Amended)   A method as claimed in Claim 55, wherein the ~~web-related~~ modified data is ~~the~~ data providing the ~~web~~ content.

59. (Currently Amended)   A method as claimed in Claim 58, wherein the data providing the ~~web~~ content is Hyper Text Mark-up Language (HTML) data.

60. (Original) A method as claimed in Claim 55, wherein the data relating to the user is static data.

61. (Original) A method as claimed in Claim 60, further comprising the step of:
    obtaining the static data from the user.

62. (Currently Amended)   A method as claimed in Claim 60, further comprising the step of:
    obtaining the static data is from a content provider associated with the ~~web~~ content.

63. (Original) A method as claimed in Claim 55, wherein the data relating to the user is dynamic data.

64. (Currently Amended)   A method as claimed in Claim 63, further comprising the step of:

obtaining the dynamic data from an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

65. (Currently Amended)   Computer executable software code stored on a computer readable medium, the code being for personalising ~~web~~ content communicated ~~between~~ to a client ~~user~~ equipment unit ~~and~~ by a content providing server, the code comprising:

code to intercept ~~web-related data communicated between the user equipment unit and the content providing server~~ a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

code to retrieve ~~a predetermined amount of~~ data relating to a user of the client ~~user~~ equipment unit in response to the interception;

code to modify ~~the web-related~~ data communicated between the client equipment unit and the content providing server in dependence on ~~using~~ the retrieved ~~predetermined amount of the~~ data relating to the user ~~in response to a request for obtaining the web content being transmitted from the client equipment unit~~.

66. (Currently Amended)   A programmed computer for personalising ~~web~~ content communicated ~~between~~ to a client ~~user~~ equipment unit ~~and~~ from a content providing server, the computer comprising:

a memory having at least one region for storing computer executable program code, and

a processor for executing the program code stored in the memory, wherein the program code comprises:

code to intercept ~~web-related data communicated between the user equipment unit and the content providing server~~ a request message for obtaining the content, the request

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message being transmitted from the client equipment unit and addressed to the content providing server;

code to retrieve ~~a predetermined amount of~~ data relating to a user of the client ~~user~~ equipment unit in response to the interception;

code to modify ~~the web-related~~ data communicated between the client equipment unit and the content providing server in dependence on ~~using~~ the retrieved ~~predetermined amount of the~~ data relating to the user ~~in response to a request for obtaining the web content being transmitted from the client equipment unit~~.

67. (Currently Amended)   A computer readable medium having computer executable code stored thereon, the code being for personalising ~~web~~ content communicated ~~between~~ to a client ~~user~~ equipment unit ~~and~~ from a content providing server, the code comprising:

code to intercept ~~web-related data communicated between the user equipment unit and the content providing server~~ a request message for obtaining the content, the request message being transmitted from the client equipment unit and addressed to the content providing server;

code to retrieve ~~a predetermined amount of~~ data relating to a user of the client ~~user~~ equipment unit in response to the interception;

code to modify ~~the web-related~~ data communicated between the client equipment unit and the content providing server in dependence on ~~using~~ the retrieved ~~predetermined~~ ~~amount of the~~ data relating to the user ~~in response to a~~ for obtaining ~~the web content being transmitted from the client equipment unit~~.

68. (New)   A content personalisation system according to Claim 1, wherein the data manipulation server is arranged to modify the data communicated between the client equipment and the content providing server in dependence on a selected subset of the data relating to a user stored in the data store.

69. (New)   A content personalisation system according to Claim 68, wherein the data manipulation server is arranged to request the user of the client equipment unit to select the subset in response to intercepting the request message.

70. (New)   A content personalisation system according to Claim 68, wherein the data manipulation server is arranged to determine the subset in dependence on at least one rule of a user defined rule set, the at least one rule applying to the content providing server.

71. (New)   A content personalisation system according to Claim 1, wherein the data manipulation server is arranged selectively to modify the data communicated between the client equipment and the content providing server in dependence on the data manipulation server detecting that the content providing server has a subscription with the data manipulation server.

72. (New)   A content personalisation system according to Claim 1, wherein the data manipulation server is operated by an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

73. (New)   A data manipulation server apparatus according to Claim 12, wherein the data manipulation server is arranged to modify the data communicated between the client equipment and the content providing server in dependence on a selected subset of the data relating to a user stored in the data store.

74. (New)   A data manipulation server apparatus according to Claim 73, wherein the data manipulation server is arranged to request the user of the client equipment unit to select the subset in response to intercepting the request message.

75. (New)   A data manipulation server apparatus according to Claim 73, wherein the data manipulation server is arranged to determine the subset in dependence on at least one rule of a user defined rule set, the at least one rule applying to the content providing server.

76. (New)   A data manipulation server apparatus according to Claim 12, wherein the data manipulation server is arranged selectively to modify the data communicated between the client equipment and the content providing server in dependence on the data manipulation server detecting that the content providing server has a subscription with the data manipulation server.

77. (New)   A data manipulation server apparatus according to Claim 12, wherein the data manipulation server apparatus is operated by an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

78. (New)   A method of personalising content according to Claim 55,
wherein the retrieved data relating to the user is a selected subset of data relating to the user stored in the data store.

79. (New)   A method of personalising content according to Claim 78, comprising the step of:

requesting the user of the client equipment unit to select the subset in response to the interception.

80. (New)   A method of personalising content according to Claim 78, comprising the step of:
determining the subset in dependence on at least one rule of a user defined rule set, the at least one rule applying to the content providing server.

81. (New)   A method of personalising content according to Claim 55, comprising the step of:
selectively modifying the data communicated between the client equipment and the content providing server in dependence on detecting that the content providing server has a subscription.

82. (New)   A method of personalising content according to Claim 55, wherein the method is performed by an access or service provider associated with supporting communications between the client equipment unit and the content providing server.

83. (New)   A content personalisation system for a communications network comprising:
a client equipment unit capable of communicating with a content providing server for providing content;

a data manipulation server disposed in-line between the client equipment unit and the content providing server, the data manipulation server being coupled to a data store arranged to store data relating to a user of the client equipment unit; wherein

the data manipulation server is adapted to intercept and modify content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content, the modification being performed in dependence on the data relating to the user.

84. (New)   A data manipulation server apparatus for coupling in-line between a client equipment unit and a content providing server, the apparatus comprising:

a data store arranged to store data relating to a user of the client equipment unit; and

a data manipulation engine arranged to intercept and modify content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content, the modification being performed in dependence on the data relating to the user.

85. (New)   A method of personalising content communicated to a client equipment unit by a content providing server, the method comprising the steps of:

intercepting content data communicated from the content providing server to the client equipment unit, the content data being communicated in response to a request message being transmitted from the client equipment unit to the content providing server for obtaining the content;

in response to the interception, retrieving data relating to a user of the client equipment unit; and

modifying the data communicated between the client equipment unit and the content providing server in dependence on the retrieved data relating to the user.